



NEWS RELEASE

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April 14, 2016

Energy Drink-Maker to Settle Consumer Protection Lawsuit Alleging False Advertising

The Los Angeles County District Attorney's Office announced today that energy drink-maker Neurobrands LLC will pay \$500,000 to settle a civil lawsuit over allegations the company falsely touted health benefits with its products.

The agreement was approved earlier this week by Los Angeles County Superior Court Judge Lisa Hart Cole after the lawsuit was filed by prosecutors from Los Angeles County and the Santa Monica City Attorney's Office.

The company was accused of violating California's unfair competition and false advertising laws as well as several federal food safety laws and regulations.

The civil complaint alleges that Neurobrand's advertising, labeling and marketing of health-related benefits as a result from drinking its line of colorful, carbonated beverages were not supported by scientific evidence.

The Los Angeles-based company promised its drinks promoted healthy aging, boosted immune systems, relieved muscle cramps and served as a sleep aid.

Deputy District Attorney Kathleen Tuttle of the Consumer Protection Division prosecuted the case.

Without admitting liability, Neurobrands will pay \$500,000 in civil penalties and restitution and agrees to a permanent injunction that revamps its labeling and marketing practices.

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About the Los Angeles County District Attorney's Office

Los Angeles County District Attorney Jackie Lacey leads the largest local prosecutorial office in the nation. Her staff of nearly 1,000 attorneys, 300 investigators and 800 support staff members is dedicated to protecting our community through the fair and ethical pursuit of justice and the safeguarding of crime victims' rights.